

**DOWNTOWN ORILLIA MANAGEMENT BOARD
SPECIAL BOARD MEETING
MINUTES**

November 19, 2013– 4:30 pm
in the DOMB Board Room
33 Mississaga St. W.

(Accessible entrance is located at the back entrance off Andrew Street)

Present: Sarah Valiquette-Thompson, Bob Willsey, Mariano Tulipano, Susan Willsey, Ron Spencer, Eric Cathcart, Nick Raseta, Ralph Cipolla, Councillor Pete Bowen
Also Present: Lisa Thomson-Roop (staff), Jacklynn Tregunno (staff)

1. Open Session

2. Chair –Sarah Valiquette-Thompson

3. Call to Order – 4:38pm

4. Approval of Agenda - Carried

5. Disclosure of Interest

13.c. Financial Report - Bob Willsey – owner of business with invoice to be paid.

6. Deputations

7. Minutes

October 15, 2013 – Carried.

8. Closed Session

9. Open Session

10. Motions arising from Closed Session Discussions

11. Correspondence – Information Items

- a. Tiffin's- Thank you Jazz Festival Tent
 - b. Office of Mayor – c.c. Helen DiPardo Thank you
 - c. Office of the Mayor – Recreation Facility – 174 West Street
 - d. Orillia Power – Christmas Lights Sponsorship
 - e. Treasury Department – DMB Budget Report
 - f. Treasury Department – DMB Detailed Trial Balance
 - g. City of Orillia – Notice of Public Open House and Public Meeting – Comprehensive zoning By-law Review and Update
- Received as informational*

12. Correspondence – Action Items

- a. Ontario Lake Country Guide – Advertising Opportunity

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Motion 1

Moved: Bob Willsey

Seconded: Eric Cathcart

“THAT the Downtown Orillia Management Board purchase a ½ page ad in the 2014 Ontario Lake Country Guide at a cost of \$850.00 debited from 2014 Spring Promotion.

Carried.

b. Zephyr Art Gallery – 13th Anniversary Silent Auction Donation Request –

Motion 2

Moved: Ralph Cipolla

Seconded: Bob Willsey

“THAT the Downtown Orillia Management Board provide \$50 downtown dollars to the Zephyr Art Gallery silent auction fundraiser.”

Carried.

c. Orillia Hawks – OGHA Female Hockey- Corporate Sponsorship Information –

Motion 3

Moved: Susan Willsey

Seconded: Eric Cathcart

“THAT the Downtown Orillia Management Board sponsor the Annual Hawk Tournament at the Option 2 level which includes a half page ad in the program and logo on the tournament t-shirt.

AND THAT the \$225.00 cost be debited from the 2014 Winter Promotion Account.”

Carried.

d. Chamber of Commerce – 2013 Business Achievement Awards Nominations.
Direction: Board members to email nominations to Lisa.

e. Curious The Tourist Guide – Centre Spread Map 2014 Advertising Opportunity-

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Motion 4

Moved: Bob Willsey

Seconded: Susan Willsey

“THAT the Downtown Orillia Management Board purchase a listing for all 2014 monthly issues (February – December) of the Curious the Tourist Guide at a cost of \$308.00 plus HST.

AND THAT the cost be debited from the Winter Promo 2014 budget.”
Carried.

f. Leslie Fournier – Streets Alive 2014 Update – Sub Project – Approval in Principle

Motion 5

Moved: Mariano Tulipano

Seconded: Bob Willsey

“THAT the Downtown Orillia Management Board support in principle the sub project of 12 additional wooden planters on the side streets.”
Carried.

Direction: suggest sign on the planter notifying public they are on camera to encourage less vandalism.

13. Reports

- a. Personnel/Staff Task Report Update –
Direction: Parking lot directories: add Farmers Market to directory maps
- b. Youth Employment Fund – Hire

Motion 6

Moved: Ralph Cipolla

Seconded: Nick Raseta

“THAT the Downtown Orillia Management Board hire Justin Suter under the Youth Employment Fund Grant for a total cost of \$250.00 from November 1, 2013 to late March 2014.
Carried.

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c. Financial Report

Bob Willsey left the table as he declared a conflict of interest.

Motion 7

Moved: Mariano Tulipano

Seconded: Ralph Cipolla

“THAT the Downtown Orillia Management Board pay the financial report dated November 18, 2013 as presented.

Carried.

d. Recreation Facility –

Tribal proposal before council this evening.

e. Events Committee

Veterans Banners *Direction: Staff report January Meeting. Explore costing of the veterans banners. Upcoming events banners as well.*

Banners: OMAH

Motion 8

Moved: Susan Willsey

Seconded: Mariano Tulipano

“THAT the Downtown Orillia Management Board support the Orillia Museum of Art and History’s request to erect banners on the Peter Street building promoting the attraction as per section 832.6.3 (b) of the city of Orillia Sign bylaw.”

Carried.

f. Marketing Committee

Website: defer to next meeting. Executive Committee to meet with designers to discuss Phase 2 should the office need to move forward before January Board meeting.

g. Farmers Market Transition Committee

Jan 4th new market location. 98 spots at the outdoor market.

DOMB member to sit on Market Management board committee

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Suggestions for Farmers Market: Have people out there directing people to parking spaces. Produce maps showing parking.
Free parking Saturday mornings.
Staff direction: Explore free parking on weekends for all Downtown.

- h. First Impressions Partnership – Owen Sound –
Meetings set for early December. Staff will confirm date.
- i. Committee Structure Report
Direction: Further the description of the committees with terms of references. Five committees. Establish criteria for the committees for the next meeting with Ralph.
- j. Downtown Bags –
Direction: Report back at January meeting with costs. Images of Downtown Orillia only.

Councillor Pete Bowen left at 6:15pm

- k. Tourism – deferred to next meeting.
- l. Façade
96 Mississaga Street East Façade Grant

Motion 9

Moved: Nick Raseta

Seconded: Eric Cathcart

**"THAT the Downtown Orillia Management Board approve a Façade Grant in the amount of \$ 433.20 to Rita Skentzos at 96 Mississaga Street East. This is 40% of the \$ 1083.50 estimated improvement. Payment will be issued on completion of improvement and submission of paid receipts and a photo of the new facade to the DMB office.
Carried.**

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160 Mississaga Street East, Unit 2 Sign Grant

Motion 10

Moved: Nick Raseta

Seconded: Ron Spencer

**"THAT the Downtown Orillia Management Board approve a Signboard Grant in the amount of \$720.00 to Kirk St. Onge, owner of the Hogg Penny Pub at 160 Mississaga Street East, Unit 2. This is 40% of the \$1800.00 estimated cost of the sign. Payment will be made in three installments:
1 On the completion of the sign and submission of paid bills and photo of the installed sign.
2. On the first anniversary of the sign's installation
3. On the second anniversary of the sign's installation."
Carried.**

- m. EDC
2014 EDC Office Priorities Shortlist
Direction: Directors to provide their list via email to office
- n. Parking Advisory Committee
Deferred.
- o. Transit Committee
No report.
- p. Streets Alive!
Staff Report – *Received as information.*
- q. Lakehead Update
Deferred.
- r. Chamber Update
Deferred.

14. Deputation Motions

15. Date of Next Meeting –Tuesday January 21, 2013. –DOMB Board Room

16. Adjournment 6:20pm